



Sports Business Development Grant Program

The Sports Business Development Grant Program is utilized to attract sporting events that increase the economic impact of sports tourism in Fort Wayne/Allen County. Support from the City of Fort Wayne and management from Visit Fort Wayne make this grant program possible.

FUNDING

- All grant funding requests must be made at least 1 year before the event and location selection has not been determined. *(See requirements)*
- Purpose for grant funds is to incentivize event organizers or local organizing committees to host high-caliber events and defray the cost of facility rental, hosting fees, hospitality, event marketing, and general tournament expenses.
- Priority for events that align with destination sports development opportunities and targeted market strategies. *(See priority considerations)*
- Funds must be used towards approved expenses listed below at the discretion of Visit Fort Wayne:
 - Travel
 - Transportation
 - Housing
 - Hospitality/Food
 - Facility Rental
 - Officials
 - Athlete Awards
 - Equipment Rentals or Purchase *(if approved)*
 - Insurance
 - Security
 - Labor
 - Marketing/Promotion
 - Administrative Costs
 - Bid Fees
- Funds may NOT be used for the following expenses:
 - Building, renovating, or remodeling a facility.
 - Outstanding debts prior to hosting the event.
 - Off-site hospitality or social events that include alcohol.
- The maximum grant award amount is \$10,000 per single event.
- Grant funds are allocated to the sanctioning organization or local organizing committee that manages event expenses and/or operational costs incurred from hosting the event.
- Grant awards are not intended to cover operational expenses for an event year after year. Consideration may be given if the event has moved out of Fort Wayne previously or there has been substantial, measurable growth.



REQUIREMENTS

1. Must be held in Fort Wayne/Allen County, Indiana.
2. Must be in the bid process and not yet awarded or contracted.
3. Must meet two or more of the following criteria:
 - a. Yield an economic impact on the local economy.
 - b. Generate a minimum of 1,000 or more attendees.
 - c. Generate a minimum of 250 hotel room nights over the duration of the event.
 - d. Grants should be used to attract new state, regional, or national sporting events to Fort Wayne/Allen County.
4. Majority of event attendees are traveling from outside of Fort Wayne/Allen County and require overnight hotel accommodations.
5. Cannot be festivals, concerts, or business meetings.

PRIORITY CONSIDERATIONS

Events with lower projected attendance and hotel room demand may still qualify for these subsidies at the discretion of Visit Fort Wayne, based on the following considerations.

- Target Sport Markets: Adaptive, Women's, Collegiate, Professional, Niche/Grassroots, and Olympic/Paralympic.
- Marquee events such as Collegiate National Championships and Olympic/Paralympic Qualifiers, or International.
- Multiple-year commitments or opportunity to establish a permanent rotation.
- Multiple-day events greater than 4 days.
- Inaugural year events.
- Televised or broadcast events with a significant outreach.
- Event takes place over a facility and/or hotel need period.
- Future community partnership opportunities.
- New events in Fort Wayne/Allen County and Indiana.
- More than 75% of attendees are outside of a 400-mile radius of Fort Wayne/Allen County.
- Opportunities for adaptive competition or clinic integration.
- Non-profit organization applicant.

APPLICATION PROCESS

- Review guidelines and deadlines before submitting complete application.
- Submit application and supporting documents to Sports Sales Manager, Jazmin at jazmin@visitfortwayne.com.
- Submit a cover letter explaining how the funds will be utilized, community impact of the event, and the opportunity to grow sports tourism in Fort Wayne.



- Grant application will be reviewed at the discretion of Visit Fort Wayne.
- Contractual agreements and deadlines are to be met to receive post-event reimbursement grant funds.
- Reimbursement check will be issued to the organization listed on the application and will not be processed until all post-event requirements are completed.

AGREEMENTS AND DEADLINES

To receive this post event reimbursement grant, the applicant organization must provide the following information within 60 days following the event or grant funds pledged are subject to revocation at the discretion of Visit Fort Wayne.

At the Event:

- **RECOGNITION** – Please provide recognition to Visit Fort Wayne on signage and marketing materials when appropriate as the grant sponsor. Visit Fort Wayne will provide a grant sponsor banner that is required to be displayed at the event site.

Post Event:

- **POST EVENT REPORT** - Detailed pick-up information listing each hotel contracted, # of rooms blocked, # of rooms picked-up, and hotel rate.
- **PROOF OF RENTAL PAYMENT** – Receipt or paid invoice from applicant stating the event rental balance is paid in full.
- **EVENT EXPENSES** – Expenses totaling at least the grant amount awarded and accompanied by itemized credit card receipts or paid invoices with cancelled checks.
- **INVOICE** – An invoice addressed to Visit Fort Wayne from applicant organization stating the date of the event, grant amount and itemized expenses.
- **W-9** – A copy of applicant organization W-9 tax information must be submitted with the invoice.

CONTACT

- Please direct any questions regarding the grant application process to Sports Sales Manager, Jazmin via email at jazmin@visitfortwayne.com or phone at 260-234-3177.